Collector's Item:

The landing of the Pilgrims first day cover from B & H 100's

Benson & Hedges' anonymous stamp collector has commissioned a second cachet in the first day cover series for B & H 100's long cigarette smokers. It's the new 6¢ U. S. issue commemorating the 350th anniversary of the landing of the Pilgrims at Plymouth Rock.

Again, he's planned an interesting cachet to complement the colorful stamp, had it embossed in gold and printed in charcoal gray and blue gray, and provided a separate commentary card to match. The card interprets the design of the stamp, the history of the occasion, and the embellishment of the cachet—including a map of New England and a quotation from William Brewster.

B & H's collector thinks you'll like this one as much as his cover for the British Penny Black, which brought in thousands of orders and hundreds of letters of thanks.

This time the edition is limited to 7,000 each serially numbered. So hurry and send in your $1 and bottom panels from two packs of Benson & Hedges 100's, regular or menthol, to be sure you land the Pilgrims.

Benson & Hedges 100's.

P.O. Box 1971,
Bushnell, Ill. 61422

Please send me the B & H first day cover of The Landing of The Pilgrims. Enclosed is $1 check or money order and two bottom panels of Benson & Hedges 100's, regular or menthol.

Name_____

Street_____

City_____

State_____ Zip_____

Offer open to persons 21 years of age or over. Offer good in U.S. only, except where prohibited, licensed or taxed. Allow three to four weeks delivery.

0701-451
Linn's Weekly Stamp News - 11/30, 12/14, 12/21 1970
Stamp Weekly Magazine - Nov.-Dec. 1970
WEstern Stamp Collector - Nov.-Dec. 1970
Mekeel's Weekly Stamp Magazine - 11/20,11/27,12/4,12/18, 12/25
4 cols. x 10"
Wells, Rich, Greene, Inc.

2061191703

Source: https://www.industrydocuments.ucsf.edu/docs/rshn0003

2061191703